

IN THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1 – 20. (Canceled)

21. (New) A method of notifying a participant that a network accessible item is of current interest, including:

receiving an alert from an alerting entity regarding the network accessible item;
processing the alert; and
notifying the participant that the item is of current interest.

22. (New) A method as recited in claim 21, wherein the item is identified by a Universal Resource Locator (URL).

23. (New) A method as recited in claim 21, wherein the item includes dynamic content.

24. (New) A method as recited in claim 21, wherein the alert includes an interest category assigned by the alerting entity.

25. (New) A method as recited in claim 21, wherein processing the alert includes determining an alert intensity.

26. (New) A method as recited in claim 21, wherein processing the alert includes determining an alert intensity based at least in part on the alerting entity's identity.

27. (New) A method as recited in claim 21, wherein processing the alert includes updating a timestamp.

28. (New) A method as recited in claim 21 further including storing data associated with the alert.

29. (New) A method as recited in claim 21, wherein processing the alert includes using data associated with a previous alert.

30. (New) A method as recited in claim 21, wherein processing the alert includes determining an intensity rank.
31. (New) A method as recited in claim 21, wherein processing the alert includes determining an intensity rank that decays exponentially with time.
32. (New) A method as recited in claim 21, wherein processing the alert includes:
determining an intensity rank; and
in the event the intensity rank is below a threshold, deleting data associated with the item.
33. (New) A method as recited in claim 21, wherein processing the alert includes assigning an interest category to the item.
34. (New) A method as recited in claim 21, wherein the participant is notified about a plurality of items of current interest and the plurality of items are selected based at least in part on an interest category associated with the participant.
35. (New) A method as recited in claim 21, wherein the participant is notified about a plurality of items of current interest and the plurality of items are selected based at least in part on intensity rank.
36. (New) A method as recited in claim 21, wherein the participant is notified about a plurality of items of current interest and the plurality of items are ordered with respect to each other.
37. (New) A method as recited in claim 21, wherein the participant is notified about a plurality of items of current interest and the plurality of items are selected based at least in part on a sensitivity level associated with the participant.
38. (New) A method as recited in claim 21 further including displaying to the participant content associated with the item of current interest.
39. (New) A method as recited in claim 21 further including displaying to the participant content associated with the item of current interest via an interface used to obtain an interest category for the participant.

40. (New) A system for notifying a participant that a network accessible item is of current interest, including:

an interface configured to receive an alert from an alerting entity regarding the network accessible item; and

a processor configured to:

process the alert; and

notify the participant that the item is of current interest.

41. (New) A system as recited in claim 40, wherein the item is identified by a Universal Resource Locator (URL).

42. (New) A system as recited in claim 40, wherein processing the alert includes determining an alert intensity.

43. (New) A system as recited in claim 40, wherein processing the alert includes updating a timestamp.

44. (New) A system as recited in claim 40, wherein processing the alert includes determining an intensity rank.

45. (New) A system as recited in claim 40, wherein processing the alert includes assigning an interest category to the item.

46. (New) A system as recited in claim 40, wherein the process is further configured to display to the participant content associated with the item of current interest.

47. (New) A computer program product for notifying a participant that a network accessible item is of current interest, the computer program product being embodied in a computer readable medium and comprising computer instructions for:

receiving an alert from an alerting entity regarding the network accessible item;

processing the alert; and

notifying the participant that the item is of current interest.

48. (New) A computer program product as recited in claim 47, wherein the item is identified by a Universal Resource Locator (URL).

49. (New) A computer program product as recited in claim 47, wherein processing the alert includes determining an alert intensity.
50. (New) A computer program product as recited in claim 47, wherein processing the alert includes updating a timestamp.
51. (New) A computer program product as recited in claim 47, wherein processing the alert includes determining an intensity rank.
52. (New) A computer program product as recited in claim 47, wherein processing the alert includes assigning an interest category to the item.
53. (New) A computer program product as recited in claim 47 further including displaying to the participant content associated with the item of current interest.